Frequently Asked Questions

Your Questions, Answered.

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What is Max?

Max is an intelligent cash management service designed to help you earn higher yields without sacrificing safety or liquidity.

With Max, you can earn more while maintaining direct access to your cash in your own FDIC-insured bank accounts, titled directly in your own name. Our patented approach to cash management helps you easily open high-yield savings accounts with trusted banks and optimally distribute funds based on current interest rates and FDIC insurance limits. When rates change, Max helps you continue earning the highest yields while keeping your funds insured.

Founded by Six Trees Capital LLC in 2013, Max is led by an experienced management team with backgrounds in banking, wealth management, and technology and is guided by an esteemed Board of Advisors.

Max operates independently and is not affiliated with any bank or brokerage business. We have a strict privacy policy and do not accept advertisements, cross-sell other products, or sell your personal information to third parties. Max charges a nominal membership fee to help cover its operating costs, and you receive 100% of the interest income earned directly from each bank. With this model, Max is able to operate transparently so that we can focus on one thing: *your best interest*.

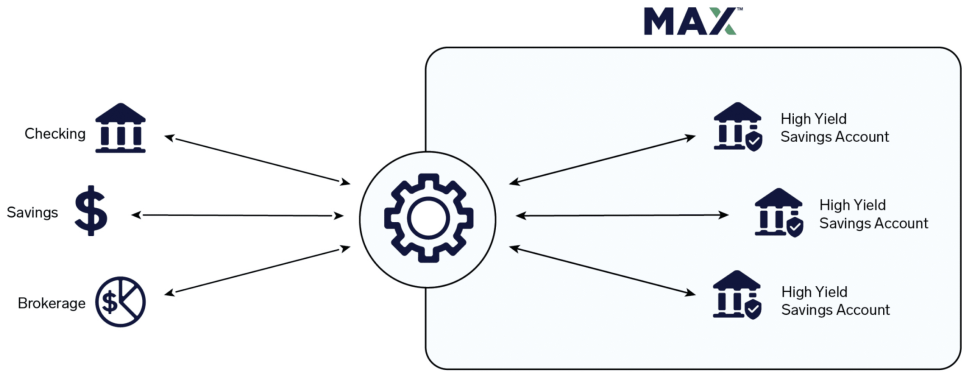
How does Max work?

Max helps you allocate your cash across a network of trusted online banks offering market-leading interest rates, maximizing your interest earnings and FDIC insurance coverage.

By helping you spread your cash across multiple high-yield savings accounts, Max helps ensure market-leading returns and increased FDIC insurance coverage.

Max's patented service monitors changing interest rates daily. Each month, Max helps you allocate your cash based on the parameters you set. Max then passes along your transfer instructions to your banks so that they can optimally allocate your funds among your own accounts. We call this an "Optimization."

During each optimization, your cash will flow between your high-yield savings accounts via a central checking account. This checking account links your accounts together so you can keep your existing bank relationships and track transfers through a central account.



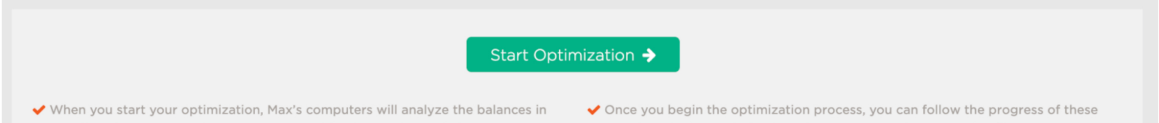
You are always in full control of when and how you allocate your funds among your own bank accounts, and you can change system settings at any time. You also retain full control over each account individually, so while Max provides a single dashboard where you can see all of your accounts and request funds transfers, you can also move, deposit, or withdraw your money directly with your banks as needed.

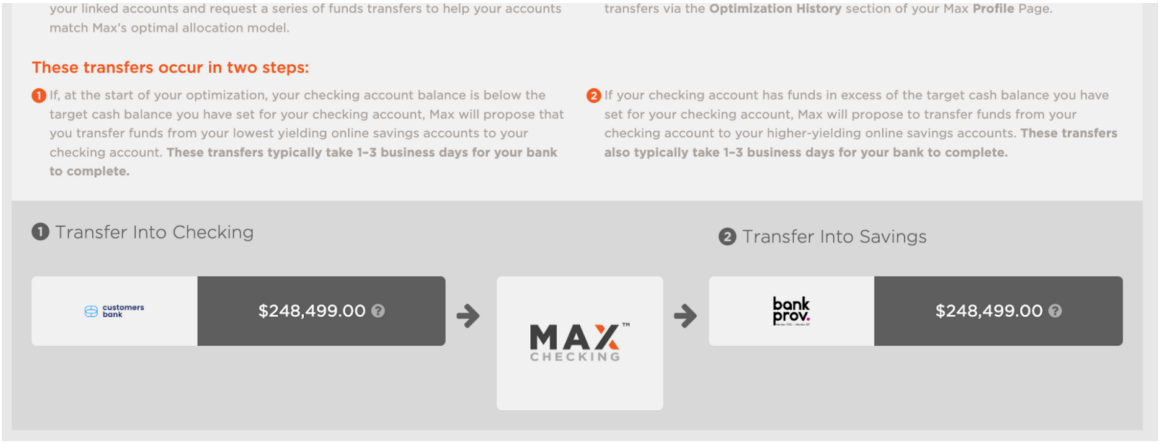
How do Optimizations work?

During an optimization, Max will help you allocate your cash optimally to help you earn more.

Once a month, Max will help you optimize your accounts according to your settings. You can pause, suspend, or change the date of your monthly optimization, and you can initiate an "on-demand" optimization from your Max Dashboard whenever you like.

During an optimization, Max will calculate a set of transfers to help you move your funds to your highest-yielding savings accounts. Once your highest-yielding account is full up to the FDIC insurance limit, your remaining funds will go to your next-highest-yielding bank account, and so on, until all your funds have been allocated across your bank accounts. This enables you to earn the highest returns while also keeping your funds fully insured. All funds transfers flow through your central checking account so you can track your transfers through one account. With Max, your funds transfers are handled by your own banks and typically take 1-2 business days. Some transfers are even completed same-day.


Start Optimization
When you start your optimization, Max's computers will analyze the balances in
Once you begin the optimization process, you can follow the progress of these


your linked accounts and request a series of funds transfers to help your accounts match Max's optimal allocation model.
transfers via the Optimization History section of your Max Profile Page.
These transfers occur in two steps:
1 If, at the start of your optimization, your checking account balance is below the target cash balance you have set for your checking account, Max will propose that you transfer funds from your lowest yielding online savings accounts to your checking account. These transfers typically take 1–3 business days for your bank to complete.
2 If your checking account has funds in excess of the target cash balance you have set for your checking account, Max will propose to transfer funds from your checking account to your higher-yielding online savings accounts. These transfers also typically take 1–3 business days for your bank to complete.
1 Transfer Into Checking
2 Transfer Into Savings
customers bank
$248,499.00
MAX CHECKING
bank prov.
$248,499.00

Max does not have the authority to open new bank accounts without your authorization, so funds will only flow between the accounts that you have opened. Max makes it easy to open multiple accounts at once using the patented Max Common Application. The more accounts you open, the more flexibility Max will have to help you earn the highest yields.

What is Max Checking?

Max Checking is a central account that can be opened instantly during enrollment, making it easy to connect your existing bank and brokerage accounts to Max's proprietary network of high-yield savings accounts.

By selecting Max Checking as your central account, you can deposit a discrete amount of funds into Max while keeping your day-to-day checking account separate from your monthly Max optimizations.

Max Checking is an FDIC-insured account powered by Customers Bank which offers a yield of 0.20% APY, same-day ACH transfers, free domestic wire transfers, and no monthly fee.

(Learn more about the benefits of Max Checking.)

How much can I earn?

Max partners with some of the most competitive online banks that consistently offer market-leading rates.

The leading "brick-and-mortar" banks currently offer between zero and 0.15% annual percentage yield (APY) on deposits. By contrast, because of their lower overhead costs, online banks are able to pay higher rates. At current interest rates, a typical customer can expect to earn up to **4.06%** on deposits every year by using Max. In many cases, Max has access to preferred rates not available to the general public.

Learn more about the benefits of active cash management.

See how much you can earn with Max here.

What does Max cost?

Membership in Max costs 16 basis points (0.16%) per year, billed quarterly, subject to a $20 quarterly minimum.

Your quarterly membership fee is calculated as the product of i) the total balances held in your high-yield savings accounts and ii) four basis points (0.04%). If your savings account balance is less than $50,000, you will be billed a flat $20 per quarter. This $20 minimum is waived for clients with a linked financial advisor.

There are no incremental fees for funds transfers and the banks supported on the Max platform have all agreed to waive all minimums and monthly fees. Some banks may charge a fee if you request a wire transfer outside of Max, but Max Checking includes unlimited free domestic wire transfers.

What is my relationship with the banks?

With Max, you don't need to switch banks. Max helps you supplement your existing banking relationship with additional banks that are willing to pay higher interest rates. You maintain a direct relationship with all of your banks, so you always have access to your funds.

Unlike other fintech solutions or insured cash sweep programs, Max never takes custody of your funds, so you can rest assured that your cash is liquid and held directly in your own FDIC-insured bank accounts at all times.

We recommend using Max as the central dashboard to manage your accounts. However, you can also access your funds directly with the underlying banks. For your protection, some activities, such as changing your address, must be handled directly by your banks.

How do Transfers work and how long do they take?

Transfers are executed via the ACH network and typically take 1-2 business days.

With Max, your cash is transferred by your banks via your central checking account. Your central checking account is designed to link all your accounts together, so you can easily track all deposits, withdrawals, and optimizations.

ACH transfers typically take 1-2 business days, but if you need funds sooner, you can contact your banks directly to request a wire transfer. Max Checking also offers unlimited free domestic wire transfers.

What is the setup process?

Getting started with Max typically takes 5-10 minutes. After this one-time setup process, you can earn more forever.

You may have received an invitation to join Max from your financial advisor, but if you don't have an advisor you can join Max on your own here. Enter your

name, email address, and telephone number to get started. Then you can use the patented Max Common Application to open new high-yield savings accounts in as little as 60 seconds.

To ensure your deposits can be fully FDIC-insured, we recommend opening at least one online savings account for every $250,000 of cash you wish to optimize. The more accounts you open, the more flexibility Max will have in helping you earn the highest yields.

Max will ask you a few questions to configure your optimization settings. Then, you can link your funding institution and make your first deposit or fund your account by wire transfer. There is no minimum balance required to use Max. Many of our members start by optimizing smaller balances and then grow their balances over time as they become comfortable with how Max works.

If you sign up on your own, you can add your financial advisor's name and email address on your Profile page. Your advisor will then be able to see up-to-date balance information for each of your linked accounts, but will not be able to link new accounts, send transfer instructions to your banks, or take any other action on your behalf. With Max, you remain in complete control.

What happens during Tax time? −

Max includes a helpful feature called Consolidated Tax Reporting.

Each online bank will prepare a 1099-INT statement for any accounts that have earned at least $10 in interest during the prior year.

Upon your request, Max will request your 1099-INT statements from each of your banks and deliver them to you by email in a single password-protected PDF file.

Certain banks report all interest-bearing accounts on a single 1099-INT form. If you have other accounts at the same bank, such as checking, savings, or CDs, interest earned for those accounts may also appear on your 1099-INT statement.

Is Max secure? −

Max was designed from the ground up with security in mind and has been analyzed and tested by leading experts in cybersecurity.

The overall design of Max provides additional safeguards to help ensure that your banks move your funds only between your own accounts. All funds transfers are executed by your banks, not by Max. Max never touches your money, so your cash stays FDIC-insured in your own bank accounts at all times. Unlike other cash sweep solutions, there are no "omnibus accounts" "sub-ledgers" or other intermediaries that stand between you and your money. Max was conceived with the simple design principle that your cash is always safest when you hold it directly in your own FDIC-insured bank accounts.

In addition to security, Max also cares about your privacy and understands that the best way to protect your data is not to retain it unnecessarily. For example, Max permanently deletes sensitive personal information, such as your social security number, after it is securely transmitted to your chosen banks. Max has strict privacy policies and does not accept advertising or sell your information to third parties.

Read about the extensive measures we've taken to protect your privacy and the security of your accounts.

How do I contact Max? −

Max is eager to answer any other questions you might have.

Please contact us or refer to our Knowledge Base for more information.

Don't see your question answered?

We're here to help.

Contact Us

MAX™

Intelligent cash management for intelligent investors.

Solutions
- Advisors
- Individual Investors
- Businesses
- Banks
- Join Now

Company
- About Us
- Leadership
- Contact Us
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